

Message Text

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FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC PRIORITY

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E.O. 11652: N/A

TAGS: AFSP, BEXP, DR

SUBJECT: FY 1976 COMMERCIAL BUDGET

REF: STATE 098756

FOLLOWING ARE COMMERCIAL BUDGET ESTIMATES AS REQUESTED

REFTEL:

	1974	1975	1976
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A. TRADE PROMOTION REPRESENTATION	\$1354	1900	\$2100
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(THE RAPIDLY GROWING DOMINICAN ECONOMY REQUIRES CONTINUED AND AUGMENTED REPRESENTATIONAL CONTACT WITH KEY GOVERNMENT AND BUSINESS LEADERS; PERSONAL CONTACT OF THIS KIND IS ESPECIALLY NECESSARY IN A COUNTRY WHICH HAS TRADITIONALLY IMPORTED OVER HALF OF ITS TOTAL FROM THE U.S. AND WHERE OTHER INDUSTRIALIZED NATIONS ARE INVESTING CONSIDERABLE RESOURCES IN ATTEMPTING TO BREAK THIS PRO-U.S. BUYING PATTERN. THESE FIGURES INCLUDE AMBASSADORIAL REPRESENTATION FOR COMMERCIAL PURPOSES.)

	1974	1975	1976
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B. COMMERCIAL TRAVEL	\$443	\$1606	\$1606
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(THE EMBASSY IS EMBARKING ON A MAJOR NEW EFFORT TO INCREASE THE COMMERCIAL SERVICES OFFERED IN THE SECOND CITY OF THE

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COUNTRY, SANTIAGO; THIS CAMPAIGN WILL INVOLVE A FIXED

SCHEDULE OF VISITS TO SANTIAGO AND REGULAR OFFICE HOURS TWICE A MONTH AT THE OFFICES OF THE BI-NATIONAL CENTER THERE. INCREASED TRAVEL IS ALSO PLANNED TO OTHER SECTIONS OF THE COUNTRY. THE FY 1975 AND FY 1976 BUDGETS INCLUDE, FOR THE FIRST TIME, TRAVEL FOR A POLITICAL OFFICER NEWLY ASSIGNED TO PART-TIME TRADE PROMOTION WORK (IN THE CONSTRUCTION AND MAJOR PROJECTS SECTOR). ESTIMATES ALSO INCLUDE COMMERCIAL-ORIENTED TRAVEL OF THE AMBASSADOR AND THE DCM.)

C. COMMERCIAL LIBRARY \$125 \$525 \$450

(THE COMMERCIAL LIBRARY HAS BEEN NEWLY REVITALIZED (INCLUDING REGULAR MINI-EXHIBITIONS). AN INCREASE IN FUNDING IS NECESSARY IN FY 1975 TO INCREASE THE AMOUNT AND CURRENTNESS OF REFERENCE MATERIALS AND, MORE IMPORTANTLY, TO BUILD UP THE COMMERCIAL REFERENCE SECTION OF THE BI-NATIONAL CENTER LIBRARY IN SANTIAGO TO AT OR NEAR THE LEVEL OF THE EMBASSY COMMERCIAL LIBRARY IN SANTO DOMINGO. A SLIGHTLY LOWER FIGURE FOR FY 1976 IS NECESSARY TO MAINTAIN A HIGH STANDARD IN BOTH LOCATIONS.)

D. COMMERCIAL NEWSLETTER \$155 \$232 \$290

(THESE FIGURES COVER ONLY POSTAGE; NO OUTSIDE PRINTING COSTS ARE INVOLVED--ALL DUPLICATION IS HANDLED BY THE EMBASSY'S REGULAR DUPLICATING SERVICES. INCREASES REFLECT ESTIMATED ADDITIONS TO THE NEWSLETTER MAILING LIST.)

E. CONTRACT SERVICES \$1680 \$3432 \$4932

(THE FY 1974 ESTIMATE IS WHOLLY THE WTDR CONTRACT SERVICE. THIS IS EXPECTED TO RISE BY 15 PERCENT (TO \$1932) IN BOTH FY 1975 AND FY 1976 DUE TO INCREASED UNIT CHARGES BY THE CREDIT AGENCY. AN ADDITIONAL \$1000 IS REQUESTED FOR FY 1975 TO PARTIALLY COVER COSTS OF TWO SMALL EXHIBITS PLANNED BY THE EMBASSY: SOLAR ENERGY TECHNOLOGY AND PRODUCTS, MARCH/APRIL, 1975; AND FOOD PROCESSING AND PACKAGING MACHINERY, MAY/JUNE, 1975. ANOTHER \$1000 IS REQUESTED FOR FY 1976 FOR ONE OR TWO SIMILAR EXHIBITS, ON THEMES TO BE CHOSEN LATER. \$500 IS REQUESTED FOR FY 1975 AND UNCLASSIFIED

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FY 1976 TO HELP SUPPORT INCREASED COSTS INVOLVED IN THE EXPANSION OF THE BI-NATIONAL CENTER IN SANTIAGO IN ORDER TO HANDLE A FULL LOAD OF COMMERCIAL SERVICES. FINALLY, \$1500 IS REQUESTED FOR FY 1976 FOR THE CONTRACTING OF A MARKET STUDY, THE SUBJECT TO BE NAMED LATER.)

F. POSITIONS

(THE EMBASSY ANTICIPATES NO INCREASE IN COMMERCIAL POSITIONS.)

G. WORKLOAD STATISTICS: 1974 1975 1976

STDRS 165 165 165

ADS 20 30 40

TRADE OPPORTUNITPES 30 50 75

MAJOR PROJECT REPORTS 25 30 35

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